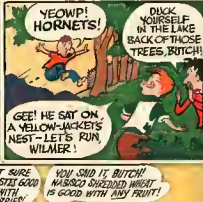


HIS NIBS

BY
Roland
GOE

AN ADVERTISEMENT FOR NATIONAL BISCUIT COMPANY



HIS NIBS

by Roland COE

SIGNALS
N - S - W



N S W MEANS
FINISH 'EM LIKE
THEY WERE A BOX OF
NABISCO SHREDDED
WHEAT!



And N.S.W. sure means
tasty whole-wheat nourishment

Hearty goodness plus delicious "wheaty" flavor makes this cereal a home favorite. And remember you can serve Nabisco Shredded Wheat—the original Ringman. It's products—a dozen ways.

MADE BY NABISCO—NATIONAL BISCUIT COMPANY



HIS NIBS

by Roland Cole



NABISCO SHREDDED WHEAT

They never forget this whole wheat breakfast treat

Everyone remembers the delicious flavor of Nabisco Shredded Wheat, the cereal that can be served hot or cold! Look up Nabisco Shredded Wheat — the original Niagara Falls product.

BAKED BY NABISCO — NATIONAL BISCUIT COMPANY

HIS NIBS

by Roland Cole

SLEEPWALKER ...



Wake up... to this
delicious whole wheat treat

Start your family's day with a hearty breakfast of Nabisco Shredded Wheat, the cereal you can serve a dozen different ways. Try Nabisco Shredded Wheat—the original Nabisco® cereal product.

MADE BY NABISCO - NATIONAL BISCUIT COMPANY



HIS NIBS



HIS NIBS



by *PLANDOE*



NABISCO SHREDDED WHEAT

They hate to miss this whole-wheat treat!

For the hearty nourishment, delicious goodness of a whole-wheat cereal you can serve a dozen ways, ask for "Nabisco Shredded Wheat—the original Niagara Falls product."

MADE BY NABISCO—NATIONAL BISCUIT COMPANY

HIS NIBS *by Roland COE*



BOYS! GIRLS! Build a 36-piece Nabisco Toytown. Each miniature town, including houses, stores, school, is ready to color and set up. 3 cut-outs in every package of Nabisco Shredded Wheat. Ask Mother to buy a package and start your Toytown today!



BOY OH BOY! I SURE LIKE MY NABISCO TOYTOWN AND THE SWELL NABISCO SHREDDED WHEAT THAT BRINGS IT TO ME!



MOTHERS: For hearty, whole-wheat nourishment — insist on Nabisco Shredded Wheat, the original Niagara Falls product.

HIS NIBS

by
Peland
COE

OH, WILMER!
W-I-L-M-E-R!

HIYA,
FOOTSIE!

WHAT DID YOU
HAVE FOR
BREAKFAST,
WILMER?

I HAD A GREAT BIG
DE-LICIOUS BOWL OF
NABISCO SHREDDED
WHEAT!

ONLY ONE BOWL?
YOU ONLY ATE HALF
OF YOUR BREAKFAST!

YOU'RE
RIGHT!

THAT FOOTSIE'S
THE BEST FRIEND
A FELLA EVER
HAD !!

NABISCO
SHREDDED WHEAT

THESE NABISCO TOYTOWN CUT-OUTS
ARE TOPS...AND SO IS GRAND
TASTING NABISCO SHREDDED
WHEAT!

One of the many fine foods
baked by Nabisco
NATIONAL
Biscuit
Company

MOTHERS: Insist on Nabisco Shredded Wheat, the original
Nabisco Folk product. It means hearty, wholesome nourishment.

Copyright, 1959 Nabisco Baking Company

HIS NIBS

by
Poland
Coe



HIS NIBS

By
Poland
DOE

